WXYZ DETROIT

**WXYZ**

# ORDER

Flight Dates **08/22/12-08/28/12**

Order Sep 00:20:00

Product

Estimate #

Contract / Revision **308440** /

**Citizens Protecting Michigan's Con**

Alt Order #

Original Date / Revision

08/20/12 08/21/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Billing Cycle EOM/EOC

Advertiser **Citizens Protecting Michigar**

**3299 K Street NW - Suite 200**
**Washington, DC 20007**

Billing Calendar BROADCAST

Demographic A25-54

Agency **Strategic Media Services**

Rev Codes POL POL ISS

Buying Contact

Sales Office EWSDC

Product Codes PL

**3299 K Street NW - Suite 200**
**Washington, DC 20007**

Sales Region NAT

Priority P-4

Agency Ref 2

Advertiser Ref

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|---|---|---|---|
| Dave Lombardo | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|---|---|---|
| CABLE | % | |
| UNKWN | 100% | |
| WADL | % | |
| WDIV | % | |
| WDWB | % | |
| WJBK | % | |
| WKBD | % | |
| WLPC | % | |
| WPXD | % | |
| WTVS | % | |
| WWJ | % | |

**Order Totals**

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---|---|---|---|---|
| August 2012 | 24 | $15,895.00 | $18,700.00 | 0.00 |
| September 2012 | 18 | $11,985.00 | $14,100.00 | 0.00 |
| Totals | 42 | $27,880.00 | $32,800.00 | 0.00 |

**Billing Plan**

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---|---|---|---|---|
| 07/30/12 | 08/26/12 | 24 | $15,895.00 | $18,700.00 |
| 08/27/12 | 08/28/12 | 18 | $11,985.00 | $14,100.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 1 | WXYZ | 08/22/12 | 08/28/12 | Late News M-Su<br>11pm Action News Updat | CM | 11-1135pm M-Sun | 1111--- | :30 | 4 | $1,600.00 | P-4 | 0.00 | NM | 4 | $6,400.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 1111--- | 4 | $1,600.00 | 0.00 | | | | | | | | | |
| N 2 | WXYZ | 08/22/12 | 08/28/12 | 5am News M-F<br>5am News M-F | CM | 5-6am M-F | 111-1-- | :30 | 4 | $400.00 | P-3 | 0.00 | NM | 4 | $1,600.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 111-1-- | 4 | $400.00 | 0.00 | | | | | | | | | |
| N 3 | WXYZ | 08/22/12 | 08/28/12 | 6am News M-F<br>Action News 6am | CM | 6-7am M-F | 11111-- | :30 | 5 | $650.00 | P-4 | 0.00 | NM | 5 | $3,250.00 |

**WXYZ**

Contract / Revision **308440** Flight Dates **08/22/12-08/28/12** Hiatus Dates

Original Date / Revision 08/20/12 / 08/21/12 Order Sep 00:20:00

Advertiser **Citizens Protecting Michiga** Product **Citizens Protecting Michiga** Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots | Totals Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 3 | WXYZ | 08/22/12 | 08/28/12 | 6am News M-F<br>Action News 6am | CM | 6-7am M-F | 11111-- | :30 | 5 | $650.00 | P-4 | 0.00 | NM | 5 | $3,250.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 11111-- | 5 | $650.00 | 0.00 | | | | | | | | | |
| N 4 | WXYZ | 08/22/12 | 08/28/12 | GMA M-F 7-9am<br>M-F 7-9am | CM | 7-9am M-F | 11111-- | :30 | 5 | $650.00 | P-4 | 0.00 | NM | 5 | $3,250.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 11111-- | 5 | $650.00 | 0.00 | | | | | | | | | |
| N 5 | WXYZ | 08/22/12 | 08/28/12 | M-F 11a-12n<br>M-F 11a-12n | CM | 11am-12pm M-F | 1111--- | :30 | 4 | $700.00 | P-4 | 0.00 | NM | 4 | $2,800.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 1111--- | 4 | $700.00 | 0.00 | | | | | | | | | |
| N 6 | WXYZ | 08/22/12 | 08/28/12 | 12-1pm<br>M-F 12-1pm | CM | 12-1pm | 111-1-- | :30 | 4 | $450.00 | P-4 | 0.00 | NM | 4 | $1,800.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 111-1-- | 4 | $450.00 | 0.00 | | | | | | | | | |
| N 7 | WXYZ | 08/22/12 | 08/28/12 | 5p News<br>5-6pm M-F | CM | 5-6pm M-F | 11111-- | :30 | 5 | $800.00 | P-4 | 0.00 | NM | 5 | $4,000.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 11111-- | 5 | $800.00 | 0.00 | | | | | | | | | |
| N 8 | WXYZ | 08/22/12 | 08/28/12 | 6p News<br>6-630pm M-F | CM | 6-630pm M-F | 11111-- | :30 | 5 | $900.00 | P-4 | 0.00 | NM | 5 | $4,500.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 11111-- | 5 | $900.00 | 0.00 | | | | | | | | | |
| N 9 | WXYZ | 08/22/12 | 08/28/12 | 7p News<br>M-F 7-730p | CM | 7-730pm M-F | 11111-- | :30 | 5 | $900.00 | P-4 | 0.00 | NM | 5 | $4,500.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | 11111-- | 5 | $900.00 | 0.00 | | | | | | | | | |
| N 10 | WXYZ | 08/26/12 | 08/26/12 | Early News Su<br>Su 6-630p | CM | 6-630pm Sun | ------S | :30 | 1 | $700.00 | P-4 | 0.00 | NM | 1 | $700.00 |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | |
| Week: | 08/22/12 | 08/28/12 | ------S | 1 | $700.00 | 0.00 | | | | | | | | | |

Totals 42 $32,800.00